

Historic, Archive Document

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**1953 CROP
FLOWER SEED**

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FEATURING:

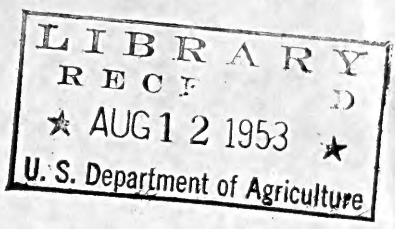
Popcorn

Lemondrop

Sapphire

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WALLER-FRANKLIN SEED COMPANY

Wholesale Flower Seed Growers

GUADALUPE, CALIFORNIA
U. S. A.

FOREWORD

With pleasure we present our 1953 Novelty list for your 1954 sales program. Release of our Novelties at this early date will enable you to include them in your 1954 listing. We suggest that you contract now for delivery from crop of 1953 and include these fine new varieties in your general contract order. As indicated, a few of these varieties are available for immediate delivery.

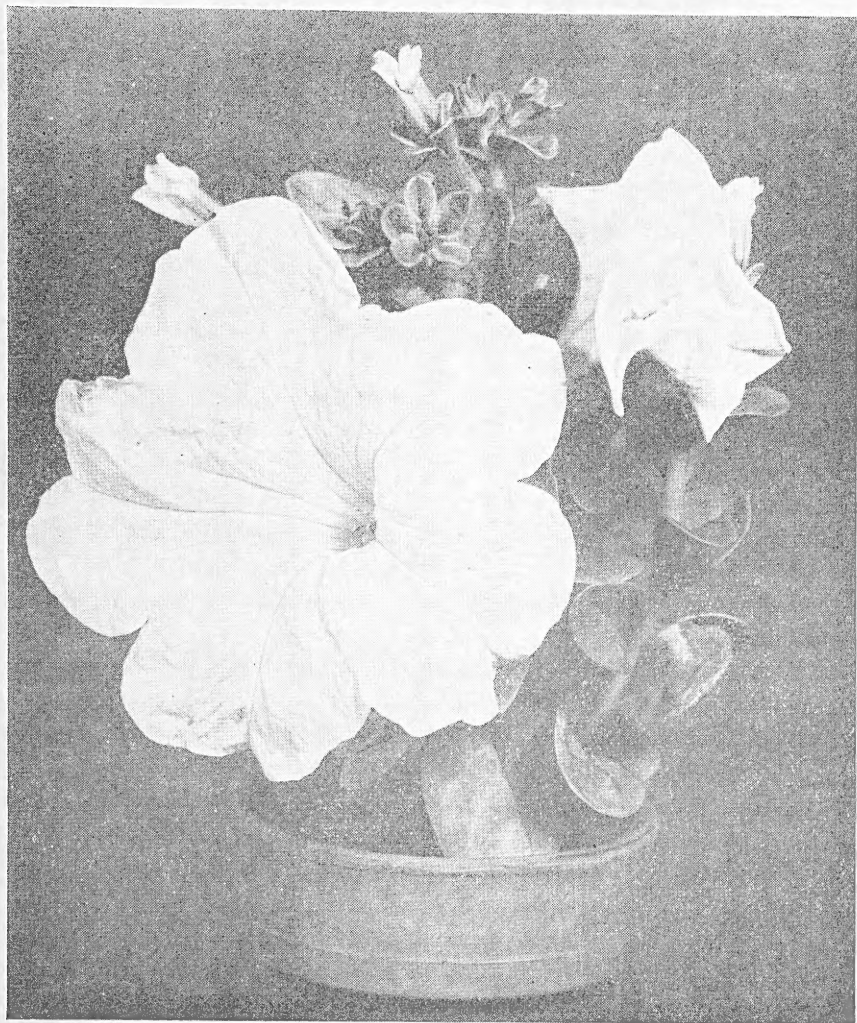
Glossy black and white 4 x 5 prints as used in this list are available free of charge and suitable for your use in making halftones.

High quality copper halftones are available at cost. Please specify size wanted.

We are also prepared to make and supply kodachromes or color prints at cost, at your request, during the blooming season.

Please refer to page 4 of our 1953 Crop Catalog
for many other fine new varieties.

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A NEW WALLER-FRANKLIN PETUNIA



POPCORN

A product of Waller-Franklin Plant Breeders, Popcorn is a new Grandiflora Single Plain Edged variety identical in flower form and size of bloom with Snowstorm. However, it is earlier blooming and its habit is exceedingly dwarf and compact. Excellent for pot work or bedding. Unquestionably will replace Snowstorm for universal use. Available only from 1953 crop.

Price per 1/16 oz. \$8.00; per 1/4 oz. \$25.00; per oz. \$80.00

A NEW WALLER-FRANKLIN MARIGOLD

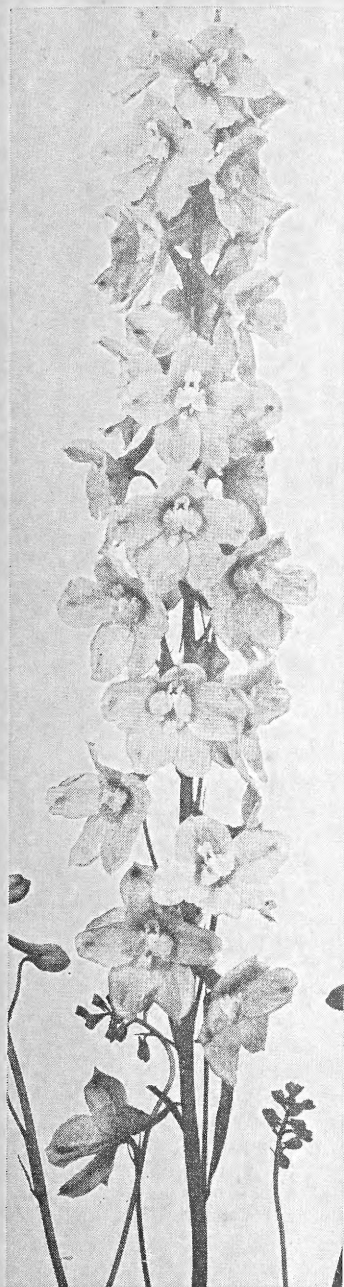


LEMONDROP

In the Dwarf French Miniature class, this early full double canary yellow Marigold should definitely replace Yellow Pigmy. Lemondrop is 9" tall, profuse blooming, on compact plants. Excellent as a bedding plant sales item, as the first bloom is fully double. Schmidt Lithograph is producing a packet for this item to be released this year. Seed available for immediate delivery.

Price per oz. \$2.50; per lb. \$25.00

A NEW WALLER-FRANKLIN DELPHINUM



SAPPHIRE

A hardy improved Formosum type, a shade lighter and brighter than Bellamosum with a golden bee. This strain possesses immense florets in comparison with Belladonna and Bellamosum. An excellent florist item, available 1953 crop, late July.

Price per oz. \$5.00;

per lb. \$50.00

THREE NEW COLORS OF TRYSONIC GIANT IMPERIAL STOCK



The following separate colors have been added to this new strain, and shall, of course, be included in the mixture, crop of 1953:

Apricot
Azure Blue

Flesh Pink
Salmon Pink

Seed of these colors available late November.

Price per oz. \$10.00

CARNATION ENFANT DE NICE DWARF MIXED

Identical in color range and flower formation with the standard Enfant De Nice Mixture. However, this strain is about 12" tall compared with 16" of current Enfant De Nice strains. This makes this item superior for garden and border work as the habit remains neater and more compact throughout a longer blooming season. Excellent for bedding plant sales. Seed available for immediate delivery.

Price per oz. \$6.00; per lb. \$60.00

ORIGINATOR'S RECOMMENDATIONS ON HANDLING OF TRYSONIC STOCK SEEDLINGS

Read Carefully Before Sowing

Trysonic Stock singles are smaller and weaker than the doubles in the seedling stage. Therefore, the practice of sorting and segregating Trysonic Stock seedlings by size results in a division of plants into doubles and singles with but a few borderline exceptions.

Through such sorting 86% of a grower's flats will be of a slightly higher double count than the normal 86% from Trysonic Stock seed.

On the other hand, 14% of the flats will be very nearly all singles and of an inferior color range.

The originator's recommendations are:

1: Do not sort Trysonic seedlings into flats for size but take all plants as they come.

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2: Discard the weaker smaller plants. Approximately 14% of the plants from a sowing of Trysonic Stock are smaller, weaker and single.

Trysonic Stock seed, as delivered by the originator, is a superior quality product tested thoroughly and proven over many years before introduction, only incorrect handling can cause inferior results.

If a grower has practiced segregation of Trysonic Stock seedlings by size, about 14% of his customers certainly will have received an inferior product but 86% will have received superior plants constituting in itself a sizeable repeat business market.

COPIES OF THE ABOVE IN LEAFLET FORM ARE AVAILABLE FOR MAILING TO YOUR GROWERS. LIMITED QUANTITIES FREE OF CHARGE. LARGE QUANTITIES AT COST BY PRIOR ARRANGEMENT.

For ready reference at all times, this booklet is the proper size to fit your copy of our regular catalog. We suggest pasting or stapling inside, to back cover.